Lippincott, according to that publisher. Lippincott's responsibility will include publicity, advertising, special sales, direct mail and subsidiary rights, as well as institutional and trade markets. Though technically the work will be the fourth edition of "The Columbia Encyclopedia" originally published in 1935, the new title will reflect extensive revisions, says Lippincott: 700 more pages than in the third edition, 7000 new articles and every article in the previous edition has been reviewed, revised or replaced when necessary. No price has been announced for the volume, which will have 3100 pages. Columbia reports, in addition, that sales of the three previous editions total nearly one million copies.

A first printing of 55,000 copies of Colonel Harland Sanders' autobiography, "Finger Lickin' Good" ($5.95), sold out just two months after being released, reports Creation House. As a result, another 50,000 have been ordered, for a total in print of 105,000 books. In addition, Creation has prepared a 30-book prepak merchandiser which displays the books for counter sales, available to all retail stores with a purchase of 30 copies of the autobiography of the originator of Kentucky Fried Chicken.

The paperback rights to one of Creation Houses' best-selling titles, "One Woman's Liberation" ($4.95) by Shirley Boone, have been sold to Bantam, reports the Illinois publisher. "One Woman's Liberation" has sold over 125,000 in the hardcover edition since its publication in July, 1972. Bantam's edition will appear in January, 1975; the book has also been reprinted in Swedish and British editions.

The papers of John Carroll, founder of the American Catholic hierarchy and the first Catholic bishop of the United States, will be published in January, 1976, in three volumes as the University of Notre Dame Press's contribution to the Bicentennial celebration. According to the Press, the volumes will contain all of the writings of Carroll, who served on the Commission of the Continental Congress to Canada and sought support for America in the company of Benjamin Franklin, Charles Carroll of Carrollton and Samuel Chase. Editorial notes, an overview of each volume, an extensive index, a table of contents and chronological and genealogical charts will also be included. The project, reports the Press, was conceived several years ago in response to an executive order from the President of the U.S. calling for the publication of the writings of eminent Americans, among whom he named John Carroll. The "John Carroll Papers" will be distributed by Harper & Row.

Alternatives to investing money in a plummeting stock market are the subject of two books which Walker will publish in the near future, reports that publisher. Hugh C. Sherwood's "How to Invest in Bonds" (Dec., $7.95) is written for the average investor who is largely unfamiliar with the workings of this market. Sherwood, says Walker is the investment columnist for the journal *Industry Week*.

In March, 1975, Walker will publish "The Options Market: New Strategies for Profit from Puts and Calls" ($8.95t) by Max Ansbacher. This type of trading began 18 months ago with the creation of the Chicago Board of Options Exchange

Paperbacks in the News

BANTAM SCHEDULES SERIES FOR BICENTENNIAL

Four original paperbacks prepared and written by the Peoples Bicentennial Commission, the largest nationwide citizen organization dedicated to Bicentennial functions, will be published by Bantam in 1975.

According to the publisher, the first volume, "Voices of the American Revolution" ($1.75, illus.), will be released next January. It is an account of how the Declaration of Independence came into being, the events that set the stage for it and the American Revolutionary philosophy it represented. In addition to the texts, the words of the revolutionary leaders themselves are presented, arranged by such themes as religion, press, education, war, women and law and order. Many of the illustrations will be engravings from that period.

The second volume, tentatively entitled "Common Sense II," is patterned after Thomas Paine's pamphlet, says Bantam. But whereas Paine pamphleteered against the monarchy, "Common Sense II" will be an examination of, and a protest at, what the authors see as the erosion of basic American freedoms by the big corporate establishment. The third volume is tentatively entitled "An Almanac of the Revolutionary War," and the fourth, "The Peoples Bicentennial Quiz Book."

Who else but "The Happy Hustler" would feature the first male nude centerfold in paperback publishing history? Warner Paperback Library is claiming just that with the March, 1975, release of Grant Tracy Saxon's autobiography, in which he will bare his private life as a "stud-for-a-price" and which will contain an eight-page full-color section of nude photographs. Warner reports it has high expectations for "The Happy Hustler" and this hunch was backed up by two subsidiary rights sales. *Foxy Lady*, a new magazine that is expected to rival *Playgirl*, has selected Saxon to be both cover model and the centerfold for its second issue in February; *Penthouse* has bought a 4000-word excerpt from "The Happy Hustler" for its March issue. A big author promotion for the paperback is planned, including, says Warner, an author tour in March.

Donald Freed, coauthor of "Executive Action," the best-selling exposé of the assassination of President Kennedy, is completing a report on the murder of Sen. Robert Kennedy that he believes will exonerate the convicted assassin, Sirhan Sirhan, and provide new evidence linking the murders of both Kennedy brothers. Dell reports that it will publish "Sirhan Sirhan" next fall. According to Dell, Freed has uncovered a wealth of new evidence confirming the "second gun" theory, including testimony which proves that Sirhan's gun could not have fired the fatal shot. Like "Executive Action," the publisher is describing "Sirhan Sirhan" as "a novel of fact" that will include a number of official documents published for the first time.

Media tie-ins: Richard Thomas, star of "The Waltons" weekly TV series and author of "Poems by Richard Thomas" (*Avon* Equinox, $1.95, original), will star in the "Red Badge of Courage," the Tuesday night movie on NBC-TV, December 3, reports Avon. . . .

In March, 1975, Pocket Books will publish three paperbacks based on the popular PBS-TV program "Upstairs, Downstairs" which began a 13-week series of all-new episodes November 3. Originally published in England, the $1.50 paperbacks are: "Sarah's Story" by Mollie Hardwick, "Mr. Hudson's Diaries" by Michael Hardwick and "Rose's Story" by Terence Brady and Charlotte Bingham. Promotion plans for the three books include major national newspaper advertising, ads in trade magazines, four-color window posters, brochures, flyers and 18-copy counter displays, containing six copies of each of the three titles. . . .

Zany Mel Brooks has done it again, and Ballantine will have the tie-in for his new movie, "Young Frankenstein," starring Gene Wilder, Cloris Leachman, Madeline Kahn and Brooks himself. Written by Gilbert Pearlman, the $1.50 December paperback will include a 16-page photo insert from the movie. Ballantine also reports that a 2000-word excerpt from the novelization will appear in the December issue of *Playboy*; the same